

Course Descriptions

Business Management

BMGT 1213 Spreadsheets

This course covers all aspects of Spreadsheet software, from the basics to extensive coverage of macros and other advanced commands. Classroom curriculum will include hands-on experience with each particular concept.

BMGT 2143 Marketing

Course presents the fundamental principles and functions of marketing; the institution, processes and problems involved in transferring goods from producers to consumers. Units include communications, means and methods of marketing and trends in marketing functions. Field study and conferences are required with the course. *Traditionally offered in the Spring semester only.*

BMGT 2163 ECommerce/Internet Marketing

Course places emphasis on communications, marketing strategy and trends in marketing functions of the Internet. Examples from the Internet will be required. *Traditionally offered in the Spring semester only.*

BMGT 2233 Human Resource Management

Course presents a study of principles and techniques of management in the development of personnel. Topics covered include application of methods of selection, placement, evaluation, motivation, human relations, employment laws and fringe benefits. *Traditionally offered in the Spring semester only.*

BMGT 2240 Business Internship

A course that consists of interrelated work between the student and business or industry in which students combine classroom theory with on-the-job training or observation.

BMGT 2263 Principles of Management

Course presents instruction in principles of management that have general applicability to all types of enterprise. Topics covered include basic management philosophy and decision making, recent concepts in management, principles involved in planning, organizing, directing and controlling. *Traditionally offered in the Fall semester only.*